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INFORMATION CALENDAR

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ECONOMIC STABILIZATION FOR FARMERS is a phase of the whole economic stabilization program that deserves serious consideration. A special pamphlet "Farmers and the Fight Against Inflation", mentioned previously in this calendar, is now off the press and is on its way to field staffs of AAA, BAE, FCA, Extension, and other agencies concerned with stabilization for farmers. You will find it a good subject-matter guide for all types of informational media. Both Government and non-Government agencies and groups are cooperating in this program. Another piece of background material that should be useful in warning the public about the upward movement in farm real estate prices is a report recently put out by BAE, "Current Developments in the Farm Real Estate Market". This report indicates farm real estate price trends, for selected years, from 1912 to July 1, 1944.

WAR FOOD ADMINISTRATOR MARVIN JONES last week sent letters to Scout leaders all over the country calling attention to the need for every Boy Scout to help pick 1-1/2 million pounds of milkweed floss for use in life jackets and life belts. "The collection of milkweed pods", he said, "affords another opportunity for boys and girls of America to help directly in winning the war and saving the lives of their friends and relatives in the armed services. The Scout who picks two bags of pods will furnish enough floss for one life jacket." The Administrator's letter carried the approval of Elbert K. Fretwell, Chief Scout Executive. Enclosed with the Administrator's letter was a copy of the folder "Your Country's Armed Services Need Milkweed Floss". You may want to take another look at this leaflet and use it as a basis for local stories where milkweed pods are ready for harvest.

TOMATOES ARE PLENTIFUL over most of the country this week. This is a reason to call attention again to the fact that only five-eighths as much commercially canned tomatoes and tomato juice will be available to civilians this fall and winter as was available last year. Two more good reasons for canning tomatoes from the home garden are: (1) they are a good source of vitamin C, and (2) ration points are again required to buy canned tomatoes. Other foods plentiful over most of the country this week are peaches, eggs, peanut butter, and citrus marmalade. Onions are in moderate to plentiful supply in the MWest, SWest, and West; cabbage in the NEast, MWest, and West; and Beets in the NEast, MWest, and West.

FOOD PRICE CONTROL OPA plans to put on an all-out campaign this fall to strengthen food price control by fostering mutual confidence and understanding between merchants and housewives. Special emphasis on more conspicuous posting of price lists in the stores is to be undertaken by leading grocery trade associations. A detailed plan of promotional activity for the last three months of the year is in preparation.

IMPORTANT USDA RELEASES The poultry industry's wartime job (a talk by C. W. Kitchen at Chicago, July 27)---2777; Higher ceilings encourage early marketing of turkeys--2781; Equalization payment program for canned vegetables--2782; WFA will not "dump" egg stocks--2785; Field seeds allocated for 1944-45--2786; Current Developments farm real estate--2802; Armed forces to receive more cranberries--2803; Feed wheat sales top 300,000,000 bushels in year--2805; More war workers to be fed on the job--2809; Lend-lease purchase report for June--2815; Youths collect milkweed floss--2819; Farm mortgage debt report--2822; WFA increases beef set-aside--2824.

OTHER RELEASES OF AGRICULTURAL SIGNIFICANCE . . . Rationed foods for feeding temporary workers--OPA-4546

(This release says that farms, ranches and other non-institutional employers of seasonal workers are authorized by OPA to obtain allotments of rationed foods for feeding temporary workers hired for terms of employment ranging up to 60 days); New ceiling prices for live poultry keyed to standards set by USDA--OPA-T-2377; Ceiling prices on Argentine corn announced--OPA-4574; No limit to amount of sugar for home processors for canning blue point foods for resale--OPA-4584; Fresh pears for table use under price control--OPA-4586; Nation-wide dollar-and-cents ceiling prices on mixed fertilizers, superphosphate, potash, and nitrogenous materials--OPA-4576; Reduction in ceiling prices on barley at all levels--OPA-4585; Price revisions made for dry edible beans and split peas--OPA-4588; Garden tractors and tractor-mounted and semi-mounted "power-take-off" mowers added to list of used farm equipment subject to ceiling prices--OPA-4579.

FOOD FIGHTS FOR FREEDOM rated second among the Nation's campaigns in the number of "listener impressions" conveyed by radio announcements in the first 30 weeks of 1944, according to an OWI report. Second only to War Bonds, food messages arranged under the OWI radio allocations plan totalled 2,289,038,000 in this period. This included messages on rationing but did not include Economic Stabilization, Forest Fire Prevention, Conservation, Salvage, and other campaigns in which USDA-WFA is participating. During the week of July 24 alone, Home Canning received 12,600,000 listener impressions as a result of 278 independent stations carrying 21 one-minute announcements.

FROM HAWAII TO MAINE--The Nation Calls for Harvest Help. This is the catch-line of a full-page, multi-colored ad sponsored by Dole Hawaiian Pineapple Products to run in the following national magazines: Saturday Evening Post, August 12; Ladies' Home Journal for August; Life magazine, September 11; and McCall's for September. As labor needs become acute in your own State or locality you might find it advantageous to tie local press and radio in with this type of national advertising.

SECRETARY WICKARD will urge city people, particularly war workers, to refrain from buying land at inflated prices, on the Great Moments in Music program August 2 at 10 p.m., EDT, over CBS. On August 8 the Secretary will give the dedicatory speech for the inauguration of a Farm Service Department on Station WKY, at Oklahoma City. This will be a 15-minute talk; the time 9:15 p.m., EDT.

SCHOOL LUNCH PROGRAM...Kits of material for the 1944-45 Community School Lunch Program will be mailed out by OD the week of July 31 to its field people. Only a limited number are being made available. The program has two main objectives: (1) To encourage increased consumption of food in temporary abundance and to aid American farmers in the long-time development of better domestic markets for agricultural commodities; and (2) to assist local communities in the development and maintenance of programs providing nutritionally adequate lunches to children in schools and child care centers. Included in the kit will be background materials including a fact sheet, statement on the program and Director's memorandum, a question-and-answer veritytyped publication, "Lunch at School", school lunch recipes, a menu-planning guide and hand-book for workers in school lunch programs as well as sample speeches, press releases, and radio scripts, designed for further localization.

CONSUMER TIME LISTENERS will hear about "Homemaking in Alaska" over the NBC Network on August 5, 12:15 p.m., EWT. In addition to some interesting facts about Alaska--its climate, productiveness, etc.--a representative of the General Land Office will tell about post-war opportunities in that U.S. Territory.

"FARMERS COME THROUGH AGAIN", is the subject of a 15-minute talk to be given by War Food Administrator Jones August 2 at 10:15 p.m., EWT, over the Mutual Network.

The Moore-DuMars radio team will give the "LAST CALL FOR FALL GARDENS" on August 4 over the Blue Network's Victory Gardens program.

COMMUNITY CANNING will be featured on Servel's Fashions in Rations (CBS) radio program August 5. Mrs. Bertha Olsen, Acting Chief of WFA's Food Preservation Section will be the speaker.

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